

Golf Digest

/TRAVEL/IDAHO



REACH 260,000 PASSIONATE GOLFERS 2011 IDAHO GOLF GUIDE

Golfers perceive Idaho as a travel destination, golf destination and easily accessible destination. The Idaho Golf Guide will be a direct marketing channel to promote Idaho Golf to active, affluent consumers with a passion for golf. Assets include print, digital and social media support tied to your media buy.

Circulation: 259,826
States: CA, ID, OR, UT, WA, W. Canada
Golf Digest Issue: APRIL 2011
Advertising Space Close: DECEMBER 2010

Your Media Buy Delivers:

Custom Editorial Design:

- Matching advertorial copy, plus hi-res images showcasing your destination, created by Golf Digest
- In-book National Reader Service Listing for six months and included on the Section Reader Response BRC

Online Marketing on GolfDigest.com

- Idaho section call out via a regionally targeted e-mail blast, containing direct link to your website
- Reader Service Listing and a version of the section posted online for three months, both including a link to your website through gdptravelcaddie.com
- Downloadable pdf of section from travel website, gdptravelcaddie.com
- Your property featured on Golf Digest's "Hot Deals & Great Getaways" Web page
- 50,000 text links on golfdigest.com home page
- Idaho e-escapes network e-mail blast to 50,000 Golf Digest readers

Consumer Event Marketing associated with Golf Digest Properties:

- Representation at the 2011 GDP Experience Tour Events—a two-day equipment demo and travel expo tour. Markets include, Sacramento & San Diego, CA, Mesquite & Las Vegas, NV and Bend, OR.

Four-Color Rates

Full page	\$20,108
1/2 page	\$11,567
1/3-page square	\$7,701
1/6-page	\$3,563

These are net rates which apply to four-color, black & white, non-bleed and bleed ads.

Advertising can be co-op ad placements where each partner receives individual merchandising support as part of a collective ad placement.

**For more information, please contact Noel Lucky at 310-779-1706
or e-mail noel@theluckygroup.com.**

WHEN PLANNING A VACATION, GOLFERS THINK.....

Nearly two thirds (61%) of golfers state that the reputation of golf in Idaho is a decisive factor when planning a vacation. Idaho has an impressive golf reputation for value of the money and over all amenities, but there is much more marketing to do to educate the vacationer to travel to Idaho.

- When making arrangements for travel, 56% of golfers refer to magazines for information
- Golfers plan on spending 5 days on their next golf vacation, playing approximately 4 rounds of golf. Golfers represent a high yield vacationer for marketers.

SOURCE: 2009 GOLF DIGEST PUBLICATIONS TRAVEL ECONOMIC OUTLOOK STUDY

GOLFERS ENJOY A VARIETY OF ACTIVITIES

Besides golf, golfers enjoy participating in other leisure activities such as:

Shopping.....	62%
Fly Fishing.....	59%
Boating.....	55%
Fine Dining/Wine Activities.....	53%
Museums/Historical Sites.....	34%
Gambling.....	31%

SOURCE: 2009 GOLF DIGEST PUBLICATIONS TRAVEL ECONOMIC OUTLOOK STUDY

GOLFERS PERCEIVE IDAHO AS A...

Travel Destination

Scenic beauty.....	47%
Overall value for the money.....	42%
Availability of other recreational activities.....	27%

Golf Destination

Greater value for the money.....	46%
Overall scenic beauty.....	34%

Easily Accessible Destination

Would fly.....	78%
Would drive.....	20%

SOURCE: 2009 GOLF DIGEST PUBLICATIONS TRAVEL ECONOMIC OUTLOOK STUDY